LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD #199-84 - REQ # M-91610 - "Count 'Em-Blue" TAB Page 2/C (9 1/8 x 14) NCP Newspapers, 1985
Printed in U.S.A.

New Players Lights 25's

Count 'em. 25 for the price of 20.

Kings & 100's
Also available in Menthol.

Count 'em.
25
quality cigarettes
for the price of 20.

Kings: 10 mg "tar," 0.8 mg nicotine—
100's: 12 mg "tar," 0.9 mg nicotine
av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

© Philip Morris Inc. 1985

Mfr's. suggested prices based on full-price brands.

2061191026
Source: https://www.industrydocuments.ucsf.edu/docs/zlkn0003
2061191026